



Influences on student spending behaviour in Australia



A new ACER report highlights Australian students' results in the PISA 2012 Financial Literacy Assessment. Participants were asked a series of questions to elicit their views on the influences on their spending behaviour.

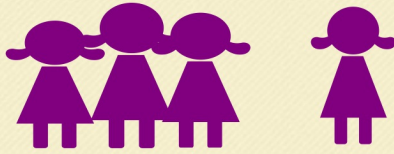
Disadvantaged students

Advantaged students

78%

71%

The need to 'fit in'



72%

70%

TV & radio commercials



66%

57%

Magazine, flyer & newspaper advertising



62%

58%

Online advertising



38%

33%

Friends

